

## REMARKS

This is intended as a full and complete response to the Office Action dated October 15, 2010. Claims 15-27 remain pending in the application after entry of this response. Claims 9-12 have been cancelled, and claims 24-27 have been added. Reconsideration of the claims is requested for reasons presented herein.

### 35 U.S.C. § 102

Claims 9-12 and 15-23 are rejected under 35 U.S.C. § 102(b) as anticipated by or, in the alternative, under 35 U.S.C. § 103(a) as obvious over *Naylor* (U.S. 5,519,154).

Applicant believes inclusion of this rejection is in error as the Examiner states that Applicant's previous arguments were "moot in view of the new ground(s) of rejection." Nevertheless, Applicant submits that *Naylor* teaches ethoxylated ester surfactant, and not alkyl-substituted hydroxyethane sulfonate anions.

### Claim Rejections Under 35 U.S.C. § 103

Claims 9-12 and 15-23 are rejected under 35 U.S.C. § 102(b) as anticipated by or, in the alternative, under 35 U.S.C. § 103(a) as obvious over *Illardi, et al.* (WO 94/09763).

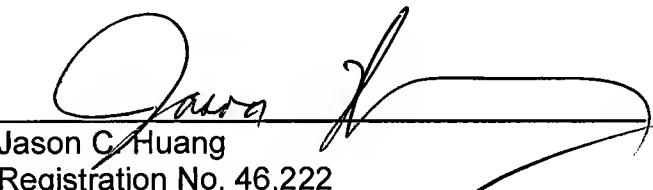
*Illardi* discloses use of acyl alkylisethionate in personal care products. A combination of two such isethionates in a toilet bar is provided in Example 5c. However, Example 5c combines a sodium cocoyl isethionate (SCI) with a sodium lauryl 2-ethylisethionate. Each of these isethionates is made separately and combined after esterification. *Illardi* does not teach or suggest mixing two mutually different isethionate anions before esterification and using the mixture for use such as cleansing products. As explained in the specification, the SCI has low water solubility, and therefore not suitable for liquid cleansers. One of the objectives is to replace this SCI by using the claimed mixture of ester anions, which were esterified together. Withdrawal of the rejection is respectfully requested.

Conclusion

In conclusion, the references cited by the Examiner, alone or in combination, do not teach, show, or suggest the invention as claimed.

Having addressed all issues set out in the office action, Applicant respectfully submits that the claims are in condition for allowance and respectfully requests that the claims be allowed.

Respectfully submitted,

  
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